

means for generating a content characteristics vector based on the source material; and

means for processing the subscriber selections with respect to the content characteristics vector and a set of heuristic rules to generate a subscriber profile.

- 5 320. An Internet browsing system comprising:
- an input device for allowing a subscriber to select source material to view;
- a monitor for displaying the selected source material; and
- a profile generator for generating a profile of the subscriber based on source material viewed, wherein the profile generator includes:
- 10 means for monitoring subscriber activity;
- means for generating viewing habits information from the subscriber activity; and
- means for generating a viewer characteristics profile based on the viewing habits information and a set of heuristic rules.--
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REMARKS

For at least the reasons specified in the IPER, Applicant respectfully submits that claims 170-320 are in condition for allowance.

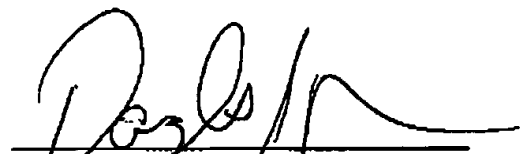
- If the Examiner has any questions or believes that a conference would be of value in expediting the prosecution of this Application, the Examiner is hereby invited to contact the
- 20 undersigned attorney to set up such a conference.

The Applicant requests that the Examiner respond to this Request for Expedited Processing by providing an anticipated date on which this application will be taken up out of

order. In the event that the Examiner considers denying this request, the Applicant requests that the Examiner contact the undersigned attorney.

Respectfully submitted,

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Date: 2/15/02

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PATENT COOPERATION TREATY

NATIONAL PRELIMINARY EXAMINING AUTHORITY

DOUGLAS J. RYDER
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DOYLESTOWN, PA 18901

PCTNOTIFICATION OF TRANSMITTAL OF
INTERNATIONAL PRELIMINARY
EXAMINATION REPORT

(PCT Rule 71.1)

Date of Mailing
(day/month/year) **05 JUN 2001**Applicant's or agent's file reference
8887.3002PCT**IMPORTANT NOTIFICATION**

International application No.

PCT/US99/28528

International filing date

(day/month/year)
02 DECEMBER 1999

Priority Date (day/month/year)

03 DECEMBER 1998

Applicant

TELECOM PARTNERS LTD.

1. The applicant is hereby notified that this International Preliminary Examining Authority transmits herewith the international preliminary examination report and its annexes, if any, established on the international application.
2. A copy of the report and its annexes, if any, is being transmitted to the International Bureau for communication to all the elected Offices.
3. Where required by any of the elected Offices, the International Bureau will prepare an English translation of the report (but not of any annexes) and will transmit such translation to those Offices.
4. **REMINDER**

The applicant must enter the national phase before each elected Office by performing certain acts (filing translations and paying national fees) within 30 months from the priority date (or later in some Offices)(Article 39(1))(see also the reminder sent by the International Bureau with Form PCT/TB/301).

Where a translation of the international application must be furnished to an elected Office, that translation must contain a translation of any annexes to the international preliminary examination report. It is the applicant's responsibility to prepare and furnish such translation directly to each elected Office concerned.

For further details on the applicable time limits and requirements of the elected Offices, see Volume II of the PCT Applicant's Guide.

Name and mailing address of the IPEA/US
Commissioner of Patents and Trademarks
Box PCT
Washington, D.C. 20231

Facsimile No. (703) 305-3230

Form PCT/IPEA/416 (July 1992)*

Authorized officer

CHRISTOPHER GRANT

Telephone No. (703) 305-4755

PATENT COOPERATION TREATY

PCT

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

| | | |
|--|--|--|
| Applicant's or agent's file reference 8887.3002PCT | FOR FURTHER ACTION See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416) | |
| International application No. PCT/US99/28528 | International filing date (day/month/year) 02 DECEMBER 1999 | Priority date (day/month/year) 03 DECEMBER 1998 |
| International Patent Classification (IPC) or national classification and IPC IPC(7): H04N 7/173 and US Cl.: 345/327; 348/1.7.9.12.13; 455/2.4.2, 5.1.6.2, 6.3 | | |
| Applicant TELECOM PARTNERS LTD. | | |

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.

2. This REPORT consists of a total of 5 sheets.

☒ This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority. (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).

These annexes consist of a total of 108 sheets.

3. This report contains indications relating to the following items:

- I ☒ Basis of the report
- II ☐ Priority
- III ☐ Non-establishment of report with regard to novelty, inventive step or industrial applicability
- IV ☐ Lack of unity of invention
- V ☒ Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- VI ☐ Certain documents cited
- VII ☒ Certain defects in the international application
- VIII ☒ Certain observations on the international application

| | |
|--|--|
| Date of submission of the demand 30 JUNE 2000 | Date of completion of this report 20 MAY 2001 |
| Name and mailing address of the IPEA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 | Authorized officer CHRISTOPHER GRANT |
| Facsimile No. (703) 305-3230 | Telephone No. (703) 305-4759 |

Form PCT/IPEA/409 (cover sheet) (July 1998)*

(2)

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/US99/28528

I. Basis of the report

1. With regard to the elements of the international application:*

☐ the international application as originally filed☒ the description:

pages (See Attached)

, as originally filed

pages , filed with the demand

pages , filed with the letter of

☒ the claims:

pages (See Attached)

, as originally filed

pages , as amended (together with any statement) under Article 19

pages , filed with the demand

pages , filed with the letter of

☒ the drawings:

pages (See Attached)

, as originally filed

pages , filed with the demand

pages , filed with the letter of

☒ the sequence listing part of the description:

pages (See Attached)

, as originally filed

pages , filed with the demand

pages , filed with the letter of

2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.

These elements were available or furnished to this Authority in the following language _____ which is:

☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).☐ the language of publication of the international application (under Rule 48.3(b)).☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).

3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

☐ contained in the international application in printed form.☐ filed together with the international application in computer readable form.☐ furnished subsequently to this Authority in written form.☐ furnished subsequently to this Authority in computer readable form.☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.4. ☒ The amendments have resulted in the cancellation of:☒ the description, pages none☒ the claims, Nos. none☒ the drawings, sheets/fig none5. ☐ This report has been drawn as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).**

* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

**Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/US99/28528

V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement**1. statement**

| | | |
|-------------------------------|--|-----|
| Novelty (N) | Claims (Please See supplemental sheet) | YES |
| | Claims (Please See supplemental sheet) | NO |
| Inventive Step (IS) | Claims (Please See supplemental sheet) | YES |
| | Claims (Please See supplemental sheet) | NO |
| Industrial Applicability (IA) | Claims (Please See supplemental sheet) | YES |
| | Claims (Please See supplemental sheet) | NO |

2. citations and explanations (Rule 70.7)

Claims 2-4, 6-13, 16-29, 35-47, 52-55, 57-88, 90-105, 108, 109, 112-125, 127-135, 138, 139, 141-156, 158-165, 167 and 168 meet the criteria set out in PCT Article 33(2)-(4), because the prior art does not teach or fairly suggest a data processing system for monitoring advertisements watched by a subscriber including descriptive fields and volume levels or product interests profile or context mining or subscriber profile vector; or a client-server based data processing system for monitoring advertisements watched by a subscriber comprising a first computer means at a client side for transmitting channel change requests, a second computer at a server side for receiving the channel change requests and for processing data in combination with the first-fourth means; or a system for generating subscriber profile vector or household demographic characteristics vector including heuristic rules and/or probabilistic measurements as recited in the claims.

----- NEW CITATIONS -----
NONE

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/US99/28528

VII. Certain defects in the international application

The following defects in the form or contents of the international application have been noted:

Claims 5, 30-32 and 48-51 are objected to under PCT Rule 66.2(a)(iii) as containing the following defect(s) in the form or contents thereof:

Claims 5, 30-32 and 48-51 are not present in the substitute claim pages provided by applicant on 20 April 2001.

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/US99/28528

Supplemental Box

(To be used when the space in any of the preceding boxes is not sufficient)

Continuation of: Boxes I - VIII

Sheet 10

I. BASIS OF REPORT:

This report has been drawn on the basis of the description,
page(s) 1-38, as originally filed.
page(s) none, filed with the demand.
and additional amendments:
NONE

This report has been drawn on the basis of the claims,
page(s) 39-52, as originally filed.
page(s) none, as amended under Article 19.
page(s) 53-80, filed with the demand.
and additional amendments:
Pages 39-106, filed with the letter of 20 April 2001

This report has been drawn on the basis of the drawings,
page(s) 1-22, as originally filed.
page(s) none, filed with the demand.
and additional amendments:
NONE

This report has been drawn on the basis of the sequence listing part of the description:
page(s) NONE, as originally filed.
pages(s) NONE, filed with the demand.
and additional amendments:
NONE

V. 1. REASONED STATEMENTS:

The report as to Novelty was positive (YES) with respect to claims 2-4, 6-13, 16-29, 35-47, 52-55, 57-88, 90-105, 108-109, 112-125, 127-135, 138-139, 141-156, 158-165, 167-168.

The report as to Novelty was negative (NO) with respect to claims NONE.

The report as to Inventive Step was positive (YES) with respect to claims 2-4, 6-13, 16-29, 35-47, 52-55, 57-88, 90-105, 108-109, 112-125, 127-135, 138-139, 141-156, 158-165, 167-168.

The report as to Inventive Step was negative (NO) with respect to claims NONE.

The report as to Industrial Applicability was positive (YES) with respect to claims 2-4, 6-13, 16-29, 35-47, 52-55, 57-88, 90-105, 108-109, 112-125, 127-135, 138-139, 141-156, 158-165, 167-168.

The report as to Industrial Applicability was negative (NO) with respect to claims NONE.

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INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/US99/28528

VIII. Certain observations on the international application

The following observations on the clarity of the claims, description, and drawings or on the question whether the claims are fully supported by the description, are made:

Claims 23-24 and 38-43 are objected to under PCT Rule 66.2(a)(v) as lacking clarity under PCT Article 6 because the claims are indefinite for the following reason(s):

Two sets of claims 23-24 and 38-43 are presented on the substituted pages provided by applicant on 20 April 2001.

Claims 23 and 24 are presented on pages 50 and 48. It is not clear which set of claims 23 and 24 are to be examined.

Claims 38-43 are presented on pages 56-63 and again on pages 63-65. It is not clear which set of claims 38-43 are to be examined.

Claims 23 and 24 (page 50 version) are not dependent on a previous claim.